

## REVIEW

By prof. habil. dr. Desislava Ivanova Yordanova  
Faculty of Economics and Business Administration, Sofia University „St. Kliment Ohridski“

of the materials submitted for participation in the competition to occupy the academic position of "associate professor" in the field of higher education – 3. Social, Business and Law Sciences, professional direction – 3.7. Administration and Management, specialty – „Intellectual Property Management“

In the competition for associate professor, announced in the State Gazette, issue 55 of 27.06.2023 and on the website of the Technical University of Gabrovo, for the needs of the Department of Social and Business Sciences at the Business Faculty, as a candidate participates Chief Assistant Professor Dr. Ventsislava Aleksandrova Nikolova-Minkova.

### **1. Brief biographical data**

Chief Assistant Professor Dr. Ventsislava Aleksandrova Nikolova-Minkova is born on 26.10.1986. She graduated secondary education at the Professional gymnasium for textile and fashion design in Gabrovo. In 2009 she obtained a bachelor's degree in Economics of commerce in the Technical University - Gabrovo. Chief Assistant Professor Dr. Ventsislava Aleksandrova Nikolova-Minkova has a master's degree in Accounting and audit of non-financial enterprises from “Business Academy A. D. Tsenov”, Svistov. In the period 2013 – 2016 she is a doctoral student in the specialty Economics and management (Commerce). She defended a dissertation for obtaining educational and scientific degree “doctor” on the topic „Opportunities for assessment of the personnel competitiveness of a commercial enterprise”. She has gained an extensive professional experience in diverse expert positions in various companies. In the period 2012 – 2016 she was an assistant professor in Technical University - Gabrovo. Since 2016 she is a chief assistant professor in the same university. She is a member of the Faculty Council of the Business Faculty and the Commission for Quality at the Business Faculty of the Technical University – Gabrovo. She is fluent in English and German. She uses Microsoft Office, Outlook Express, GS-1, AutoCAD, CorelDraw and specialized technical software products. She has participated in 10 trainings and 9 seminars organized by the World Intellectual Property Organization – WIPO, and in 6 trainings organized by the European Patent Office – EPO and 3 trainings organized by the United Nations Institute for Trainings and Research – UNITAR.

### **2. General description of the submitted materials**

The candidate participates in the competition with 34 publications, which are different from the publications presented for obtaining educational and scientific degree “doctor”. All publications are in the field of the competition. They can be classified as follows:

- Habilitation monograph: 1 (N M1);
- Scientific publications in scientific sources refereed and indexed in world scientific data bases with scientific information: 3 броя (N 1, 2, 3);
- Scientific publications in non-refereed, peer-reviewed journals or in peer-reviewed collective volumes: 27, including:
  - Scientific articles: 10 (N 4, 5, 6, 7, 8, 9,10,11,12,13);
  - Scientific reports: 17 (N 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30)
- Textbooks and teaching manuals: 3 (N Y1, Y2, Y3).

22 of the presented publications are in Bulgarian, while 12 of the presented publications are in English. In 29 publications the candidate is a single author, while in the other 5 publications the candidate has one co-author.

According to the minimum national requirements for occupying the academic position “associate professor” in the field of higher education – 3. Social, Business and Law Sciences in the Law for Development of the Academic Staff in the Republic of Bulgaria and the rules for its implementation, the required points for the different groups of indicators are presented in the following table:

Group of indicators	Indicators	Minimum number of points for occupying the academic position “associate professor”	Number of points of the candidate
A	Indicator 1	50 points	50 points
B	Indicator 2	-	-
C	Sum of the indicators 3 and 4	100 points	100 points
D	Sum of the indicators from 5 to 11	200 points	380 points
E	Sum of the indicators from 12 to 15	50 points	95 points

In relation to the group of indicators A, the candidate has defended a doctoral dissertation for acquiring educational and scientific degree “doctor” and therefore covers the required 50 points.

In relation to the group of indicators B – there is no requirements for occupying the academic position “associate professor”.

In relation to the group of indicators C, the candidate has published a habilitation monograph and therefore she has obtained the required 100 points.

In relation to the group of indicators D (required 200 points) the candidate has 3 scientific publications with impact rang in scientific journals, which are refereed and indexed in world

scientific data bases with scientific information (SCOPUS) (135 points) and 27 scientific publications in non-refereed journals or peer-reviewed collective volumes (245 points).

In relation to the group of indicators E (required 50 points), the candidate has presented 19 citations (without self-citations) in non-refereed journals and other peer-reviewed publications, from which she acquired 95 points.

I can conclude that with the presented scientific publications, the candidate entirely meets the minimum national requirements for occupying the academic position “associate professor” in the field of higher education 3. Social, Business and Law Sciences in the Law for Development of the Academic Staff in the Republic of Bulgaria and the rules for its implementation.

### **3. Effect of the scientific publications on the scientific community (known citations)**

The candidate chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova participates in the competition with 19 citations (without self-citation) in non-refereed journals and other peer-reviewed publications. The presented list of citations includes:

- In a doctoral dissertation abroad – 1 citation;
- In proceedings from national and international conferences – 15 citations;
- In Bulgarian scientific journals - 3 citations.

Based on the this I can conclude that the candidate is well known in the scientific community in the field of the competition.

### **4. Overview of the content and results in the submitted publications**

The scientific publications, which the candidate has presented for participation in the competition for the academic position “associate professor” are categorized as follows:

- Managing intellectual property as an asset for companies (N 12, 13, 20, 23, 24).

The publication (12) discusses the nature of intellectual property management and describes the activities managing intellectual property. There is an emphasis on the need to implement a strategy for managing intellectual property and its role for achieving competitiveness of organizations. The publication (13) reveals the possibilities for managing intellectual property in small and medium-sized enterprises (SMEs) and the factors which affects them. Two strategies for protection of intellectual property which can be used in SMEs are discusses: IP Atom Framework and IP Continuum Framework. The publication (20) investigates the use of intellectual property rights and difficulties related to their use in a digital environment. Two approaches to managing intellectual property rights are described: individual approach and collective approach. The publication (23) analyzes the importance of intellectual property for SMEs and outlines difficulties in managing intellectual property rights in the digital economy. Publication (24) identifies direct economic benefits for companies stemming from the management of their intellectual property rights as well as the possible strategies for managing intellectual property and their specifics.

- Managing intellectual property for achieving competitiveness (N 6, 7, 8, 9, 10, 14, 15, 16, 18, 19, 22, M1).

The publication (6) investigates the state of the trademarks in the retail sector in 2020 in the context of world economic recession. The publication examines the influence of the image of the trademarks on the loyalty of customers. The publication (7) identifies the trademarks with the highest value and the companies that own them and analyzes the changes in the value of the trademarks in 2019 and 2020. The relationship between trademarks and brands is clarified and the role of their value for achieving competitive advantage of companies is outlined. Publication (8) identifies the influence of the national trademark application activity on the level of competitiveness of the national economy based on correlation and regression analysis. The publication (9) outlines the tendencies and opportunity for the development of brands in several developed countries in Europe for the period 2013 – 2021. The publication (10) emphasizes the importance of the brands as a competitive advantage for companies and the influence of COVID pandemic. The publication (14) contains an analysis of the changes in the values of brands in the retail sector for the period 2012-2019. The publication (15) examines the effects of trademarks and their competitive advantage on consumer behaviour. The publication (16) analyzes the process of positioning of the trademarks in the mind of consumers based on data about the value of trademarks in different economic sectors for 2018 and 2019. The publication (18) investigates the positive aspects of the licensing of industrial property sites for both parties in such contracts. The publication (19) explores the use of marketing instruments by companies to create value for brands in the mind of customers. The publication (22) investigates the trademark application activity in order to reveal the effect of COVID-19 on the activity of Bulgarian companies. In the monograph (M1) the object of the study is the trademark and the process of its transformation in a brand. The monograph outlines the methods for evaluation of the value of trademarks as intangible assets for the companies and the evaluation of the value of brands.

- Intellectual property rights as an indicator for the business environment (N 1, 2, 3, 4, 5, 17, 21, 25).

In (1) based on analysis of the dynamics of the Bulgarian and foreign trademark activity in Bulgaria and Bulgarian activity abroad for the period 2000 – 2019 the relationship between trademark activity and the conditions of the business environment in which the individuals and legal entities operate, is supported. The publication (2) analyzes the development of economic sectors in Bulgaria based on trademark activity. The publication (3) investigates patent activity for the period 2010-2021 and evaluates innovation potential and technological specialization and orientation of enterprises. The publication (4) reveals opportunities for using patent statistics in the analyses of the technological development in different technological fields and directions. The publication (5) establishes a coincidence between the concentration of the Bulgarian and foreign patent activity in different economic sectors and sections and discusses factors that account for these findings. The publication (17) investigates the institutional structure of patents and the dynamics of the Bulgarian national patent activity according to the institutional affiliation. The publication (21) reveals the author's view that trademark activity can be used as an indicator of innovation and presents future research directions. The publication (25) presents a

comparative analysis of requested and registered rights to industrial property sites in Bulgaria and the Republic of Serbia.

- Intellectual property rights as an indicator for sustainable development (N 11, 26, 27, 28, 29, 30).

The publication (11) investigates the dynamics of the patent activity in the field of eco-innovations in the period 2012-2021. The publication (26) analyzes the patent activity in the field of pollution control. The diffusion of ecological technologies in the EU for the period 2010-2020 is described in (27). The publication (28) analyzes the dynamics of patent activity in environmentally sound technologies in the field of the use of waste heat in the period 2010-2021 and outlines the reasons for the identified tendencies. The publication (29) presents an analysis of the international patent activity in the field of chemistry in the period 2000-2021. The publication (30) describes the structure and the dynamics of the granted patents for environmental technologies in the period 2000 – 2021.

## **5. General characteristics of the candidate's activity**

### **5.1. Teaching activity (work with students and doctoral students)**

The candidate is the leading lecturer on the following disciplines: Intellectual property; Industrial ownership and patent policy; Intellectual property protection; Management of innovation and industrial ownership; Intellectual property in social sphere; Design labour and ownership right contracting; Quality management; Commercial advertising; Exchange commerce; Consumer behaviour; Market research; Sustainable development of public sector; Organization of commercial activity; Prices and price setting; Commercial intermediation and agency, etc. chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova has developed 24 academic programs in the period 2019 – 2022. She is a scientific supervisor of two students in the academic year 2022/2023 and reviewer of one master's thesis. She is the director of the master program „Public administration“ for the academic years 2020/2021; 2021/2022; 2022/2023. In the period 2012 -2021 she was an academic supervisor of 16 students, who participated with scientific reports in the Student scientific session of Technical University - Gabrovo.

### **5.2. Scientific and scientific-applied activities**

The candidate participates in the editorial board of the scientific journal *American Journal of Management Science and Engineering (AJMSE)*, ISSN Print: 2575-193X; ISSN Online: 2575-1379. She is a reviewer in the *Journal of Management – Small and Medium Enterprises (SME's)*, ISSN 2502-2385 (Printed), ISSN 2723-469X (Online) and in the *American Journal of Management Science and Engineering(AJMSE)*, ISSN Print: 2575-193X; ISSN Online: 2575-1379. She is a reviewer of 9 scientific report of the International scientific conference UNITECH. She has participated in two international educational projects Erasmus + and in 2 national projects. She is a member of 6 university projects in the period 2013 – 2023.

## **6. Contributions (scientific, scientific-applied, applied).**

I accept the contributions presented by the candidate related to the four thematic fields of the presented scientific publications for participation in the competition. The main contributions can be characterized as enrichment of existing knowledge for the management of intellectual property and intellectual property rights as an indicator for business analyses through systematization of existing knowledge, generation of new facts and outlining mechanisms describing factors, specific aspects, evaluation methods, prognosis and recommendations for application in different economic sectors.

## **7. Evaluation of the personal contribution of the candidate.**

The personal participation of the candidate in the stated scientific contributions reveals the personal contributions of the candidate. In 29 from 34 scientific publications presented for participation in the competition chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova is the only author, while in the other 5 publications she has one co-author. The extensive research activity of the candidate demonstrates that she has reached a high level of professional competence. The content of the materials presented for participation in the competition, reveal that she is a very well prepared researcher and there is no doubt that the stated scientific contributions are her own personal contributions or in team with another coauthor but with her personal significant personal participation.

## **8. Critical comments and recommendations**

I do not have any critical comments to the presented materials for participation in the competition or personally to chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova. I would like to recommend to chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova to continue to publish the results of her future scientific research in scientific sources refereed and indexed in world scientific data bases with scientific information SCOPUS and Web of Science.

## **9. Personal impressions**

I do not know personally chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova. My impressions are based on the documents and scientific publications with which she participates in the competition. I think that the research activity and the achieved results in the fields of the management of intellectual property and intellectual property rights as an indicator for business analyses reveal the possibilities of the preparation and skills of the candidate to conduct independent research with very high quality and to publish in prestigious scientific outlets.

## **10. Conclusions:**

**Taking into account the above facts and arguments, I suggest chief assist. prof. dr. Ventsislava Aleksandrova Nikolova-Minkova be elected as an “associate professor” in the field of higher education 3. Social, Business and Law Sciences, professional direction 3.7. Administration and Management, specialty – „Intellectual Property Management“.**

30.10.2023

Reviewer: /signature/  
/ prof. habil. dr. Desislava Yordanova /